

Abstract of the Disclosure

An information distributing system, comprising: an information distributor side device; and audience side terminal unit; wherein the information distributor side device comprises: a database for storing sets of provided information and seller side information, the seller side information representing attributes of an audience to which an information provider wants to distribute the provided information; and a transmitter for distributing the sets to the audience side terminal units, and wherein each of the audience side terminal units comprises: receiver for receiving the sets from the information distributor side device; comparator for comparing each item of the seller side information of each set with each item of buyer side information that represents attributes of an audience who has the audience side terminal unit; and selector for selecting the provided information paired with the seller side information of which the number of matched items with the buyer side information is the maximum.